

REMARKS

Claims 5, 6, 8, 13-18 and 22-24 have been cancelled. Support for claim amendments can be found at pages 14 and 15 of the specification. Claims 26 and 27 have been added. Claims 1-4, 7, 9-12, 20, 21 and 25-26 are currently pending and under consideration. Reconsideration is respectfully requested.

I. REJECTION OF CLAIMS 1-15, 17 AND 20-25 UNDER 35 U.S.C. 103(a) AS BEING UNPATENTABLE OVER JACOBI (U.S. PATENT PUBLICATION NO. 2001/002914)(previously cited) IN VIEW OF NG (U.S. PATENT NO. 6,405,175)(previously cited) AND FURTHER IN VIEW OF WALKER (U.S. PATENT PUBLICATION NO. 2005/0027601)(previously cited):

Neither of the foregoing references relied upon, individually or combined, disclose "allowing a plurality of consumers to each purchase a same combination of products via a network, as that of the combination of products purchased by the individual, and determining priority of supplying a consumer with the combination information based on a number of times a purchase of the same combination of products have been made based on the combination information, and based on a number of times reference has been made to a Web page that introduces the same combination of products described in the combination information as link information," as recited in amended claim 1, for example.

At page 3 of the Office Action, the Examiner admits that neither Jacobi nor Ng disclose the use of combination information. However, the Examiner asserts that Walker discloses this feature.

Instead, Jacobi merely discloses a computer-implemented service which recommends items to a user based on items previously selected by the user, such as items previously purchased, viewed, or placed in an electronic shopping cart by a user (see Abstract).

Further, Ng merely discloses a web site which allows users to search a product/price database. The database including product and price information for a wide variety of products from many different suppliers such as online and offline stores whereby the information is collected and corrected by submitting users who are rewarded for product submissions (see Abstract; and column 5, lines 27-34). Further, when a user clicks on a link to a supplier's web site, the seller's web page with price and product information is retrieved, and when the user follows a link to the seller's web site, the person who first submitted the product/price information

is rewarded (see column 11, lines 47-54). That is, in Ng, rewards are generated according to the number of times reference has been made to a seller's web page.

As pointed out by the Examiner, Walker discloses a vending machine apparatus whereby a customer is offered the ability to purchase a combination of products for a single price by the customer selecting a first product from a first group of inventoried products, and then the customer picking a second product from a second inventory group that is revealed to the customer after the first product is selected (see paragraph [0050]). In determining which inventoried products will be included in the second inventory group, a vending machine may consider a value rating of one or more products. That is, the vending machine consider products having a relatively low value rating to be allocated to the second inventory group to encourage the sale of these products (see paragraph [0049]).

The Applicants respectfully submit that allowing a customer to select a second product from a second inventory group revealed to the customer after selecting a first product as disclosed in Walker, is not the same as consumers being offered combination information based on a purchaser who has previously purchased the combination information and registered the combination information.

Claims 20 and 21 have been amended to recite features somewhat similar to amended claim 1. Therefore, although the above comments are specifically directed to claim 1, it is respectfully submitted that the comments would be helpful in understanding differences of various other rejected claims over the cited references.

Thus, the combination of Jacobi, Ng and Walker fails to establish a prima facie case of obviousness over the present invention. Therefore, it is respectfully submitted that the rejection is overcome.

**II. REJECTION OF CLAIM 18 UNDER 35 U.S.C. 103(a) AS BEING UNPATENTABLE
OVER NG IN VIEW OF WALKER:**

As mentioned above, claim 18 has been cancelled. Therefore, the rejection is now moot.

III. CONCLUSION:

In view of the foregoing amendments and remarks, it is respectfully submitted that each of the claims patentably distinguishes over the prior art, and therefore, defines allowable subject matter. A prompt and favorable reconsideration of the rejection along with an indication of allowability of all pending claims are therefore respectfully requested.

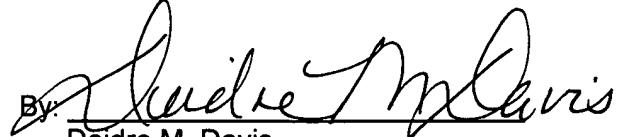
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Respectfully submitted,

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